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Author:

National broadcasting  
company inc.

Title:

Alice in Sponsor-land

Place:

[New York]

Date:

[1941]

94-82118-8  
MASTER NEGATIVE #

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National broadcasting company, inc.

Alice in Sponsor-land; a chronicle of the adventures of Alice, the Hatter, the March Hare and the Dormouse in that twentieth century wonderland on the other side of your radio loudspeaker. With special reference, as they say, to the entertainment offerings of the NBC red network. Illustrated by Barney Tobey. (New York, National broadcasting company, c1941, 46, p. col. illus. 31cm.

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School of Business



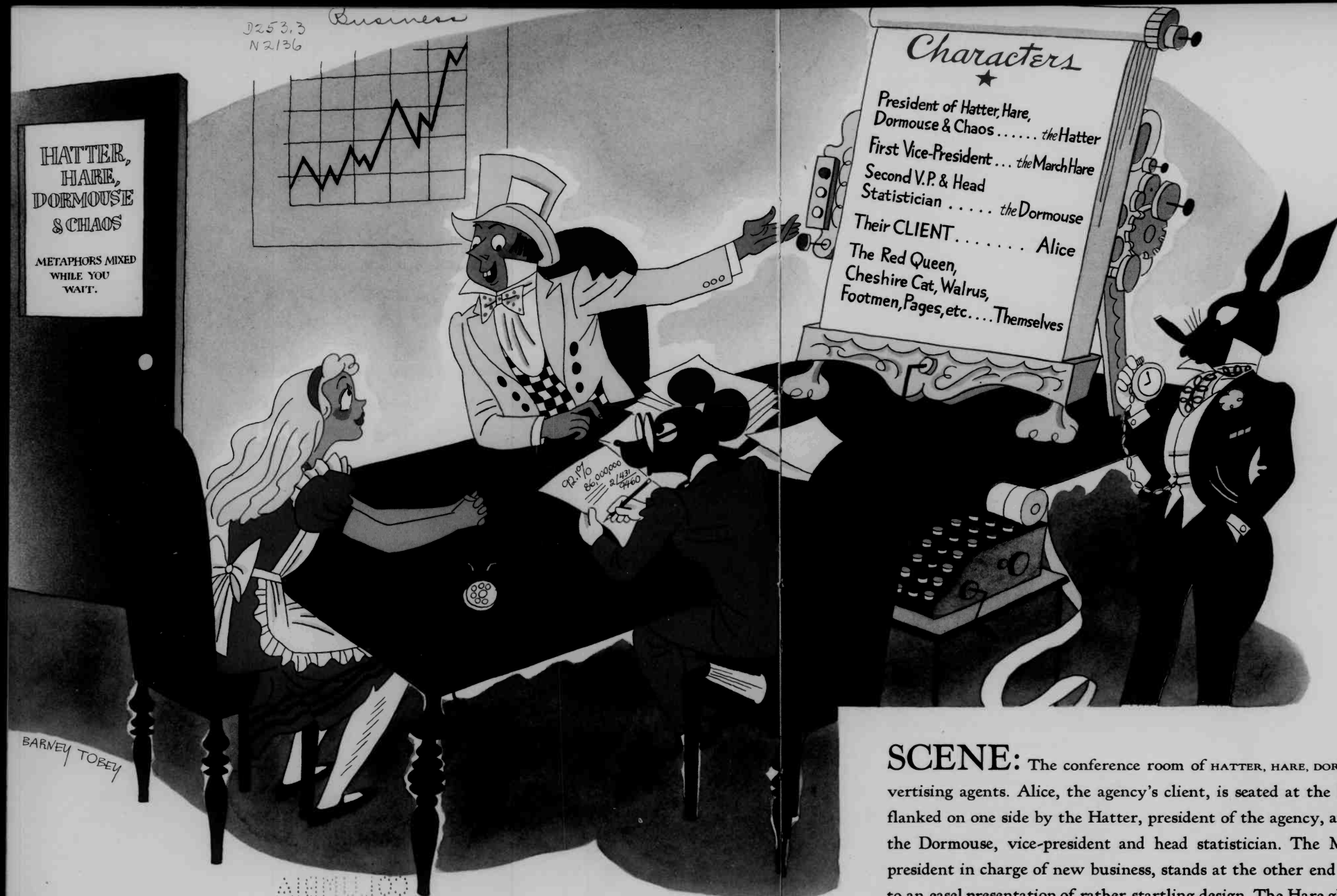
# ALICE IN SPONSOR-LAND

A Chronicle of the Adventures of  
ALICE, the HATTER, the MARCH HARE  
and the DORMOUSE  
*in that Twentieth Century Wonderland  
on the Other Side of Your Radio Loud-Speaker*

WITH SPECIAL REFERENCE, AS THEY SAY, TO THE  
ENTERTAINMENT OFFERINGS OF THE  
NBC RED NETWORK

*Illustrated by Barney Tobey*

NATIONAL BROADCASTING COMPANY  
A RADIO CORPORATION OF AMERICA SERVICE



**SCENE:** The conference room of HATTER, HARE, DORMOUSE & CHAOS, advertising agents. Alice, the agency's client, is seated at the head of the table, flanked on one side by the Hatter, president of the agency, and on the other by the Dormouse, vice-president and head statistician. The March Hare, vice-president in charge of new business, stands at the other end of the table, next to an easel presentation of rather startling design. The Hare glances at his watch and then at the Hatter, waiting for a signal to go ahead.



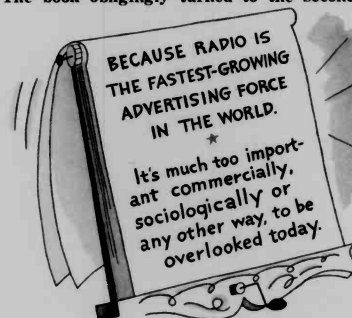
"All set?" asked the Hatter, looking at Alice. Alice nodded to the Hatter and the Hatter nodded to the Hare. The Dormouse, sitting on Alice's right, nodded, too.

"Okay, J. B.," said the Hare, pressing a button on the cover of the presentation. The huge book swung open immediately, revealing a title page, which read:

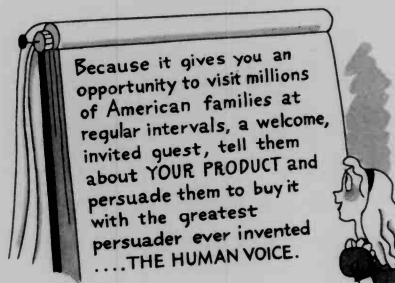


"But, why?" asked Alice, who didn't know beans about radio and was pretty well pleased with the job that HATTER, HARE, DORMOUSE & CHAOS had been doing for her.

The book obligingly turned to the second page:

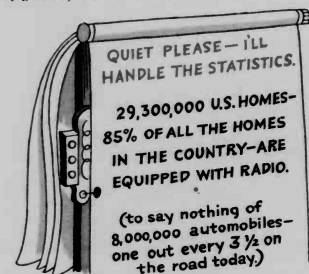


"Well," said Alice, "I'm not here to overlook it. I'm here to look it over. Why's it so important?" Page 3 of the presentation replied:



"All right," agreed Alice, a bit awed by a book which could turn its own pages and answer questions put to it. "But if what you say is true, it must mean that practically all the homes in the country can be reached by radio."

"And they can," said the Dormouse, riffling the pages of his notebook excitedly. "The number of homes that can be reached by radio is terrific. In cold figures, it's...."



"My!" said Alice. "That's an awful lot of radios."

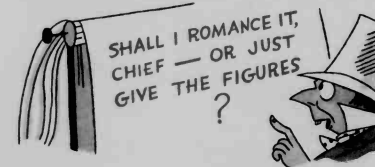
"How do you like it?" asked the Hatter eagerly.

"—The book, I mean. It's my own invention—an automatic presentation."

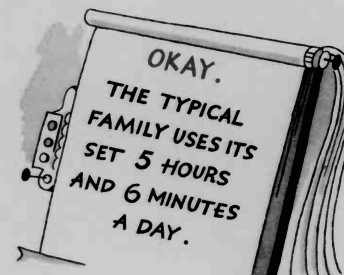
"I think it's wonderful," said Alice. "It must save a lot of work."

"It does," agreed the Hatter, "— and it takes orders, too. Watch!"

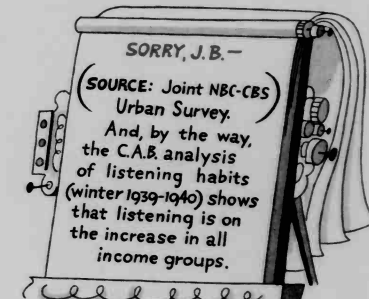
Then, addressing the book—"Tell her about the way people of the U.S. rely on radio for entertainment."



"Just the figures," replied the Hatter.

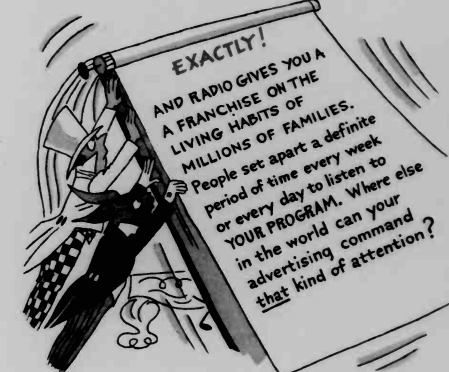


"Source?" asked the Hatter. "Want to watch that, you know." The book turned rapidly to page 7:

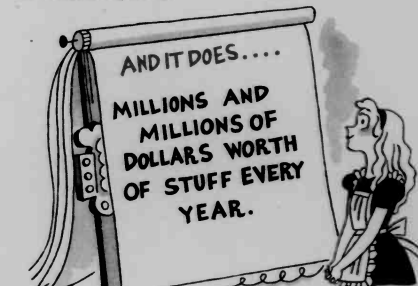


"In other words," said Alice, "radio is really a pretty important part of people's lives."

At this the presentation turned to page 8 so rapidly it almost fell off the easel. Page 8 read:



"Well," said Alice, "I must confess I never thought of it that way before. If radio can do that, it ought to sell lots of stuff."

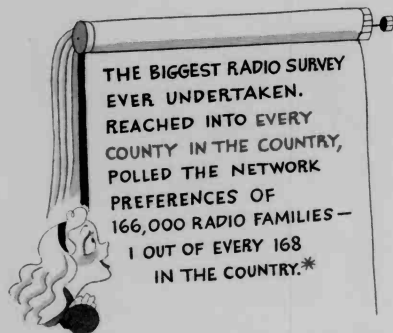




"Look," said the Hatter to the book, "I think you're beginning to get in a groove. Let's get on to something specific, say, for example, stations and networks. The lady's interested in radio, and we have just the program for her. The next thing is where to put it."

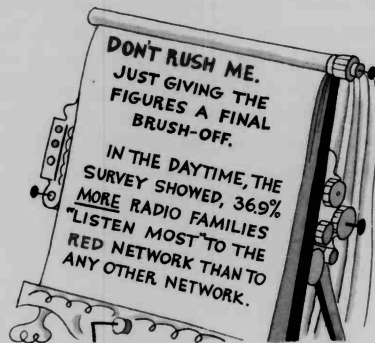


"It seems to me," said Alice, "that that's a pretty big statement to make in such an off-hand manner."  
"Nothing off-hand about it," replied the Hatter. Then, to the book, "Tell her about the All-County Census of Radio Listening."



"Well?" said Alice, as the book gave no sign of continuing. "What about it?"

\* Questionnaires were mailed out to 1,425,000 families, distributed so as to insure sampling of every county in the country. NBC had no part in the mechanics of the survey beyond the printing of the questionnaire, nor were any offers or premiums used to stimulate response. Questionnaires were returned direct to C. E. Hooper, Inc., independent research firm which handled all tabulations. The resulting census gives the first truly national picture of network listening habits ever available.

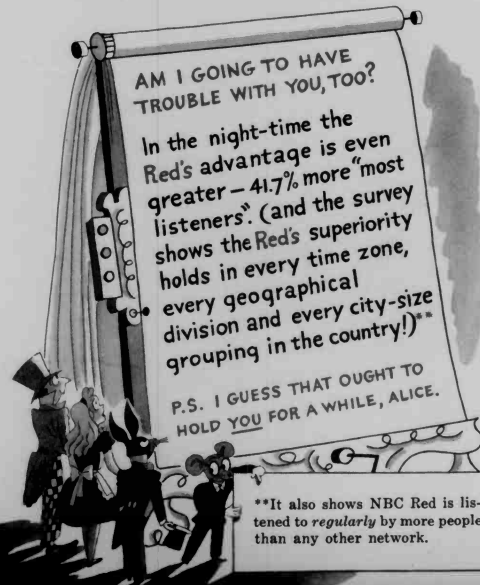


"That's not very good English," said Alice, "more listen most than."

"No personal remarks, please," said the Hatter, "the survey asked two questions about day and night—'What stations do you listen to regularly?' and 'Which one of these stations do you listen to most?' The book's correct, although perhaps it did put it a bit clumsily. What it means simply is that 36.9% more people listed Red Network stations as their favorite stations than the number who listed stations of another network as their favorites."

"Oh," said Alice, "I see. The Red's the country's favorite daytime network. But what about the night-time?"

"Well," began the Hatter, "in the night-time—"



\*\*It also shows NBC Red is listened to regularly by more people than any other network.

And then, very slowly, the book closed itself.

"Well," said Alice, "a survey of that size is pretty convincing—and it certainly shows that the Red's the Number One Network. But what I'd like to know is why the Red's so hot. What makes so many people do most of their listening to it?"

"I'm glad you asked that question," said the Dormouse, pulling a sheaf of charts and tables out of his desk drawer. "I have here a tremendous amount of data . . ."

"You and your damn data!" exploded the Hatter. "There's only one way to answer the lady's question, and that is to show her why the Red Network's so special."

"A swell idea, J. B.," said the Hare, dipping his watch thoughtfully in his teacup. "But how do you propose to do it? Take her on a little tour, like?"

"Precisely," replied the Hatter, "a tour of Sponsor-Land—and we leave immediately. If you'll all follow me over to the next page we'll start with a round of the NBC Red evening clubs."

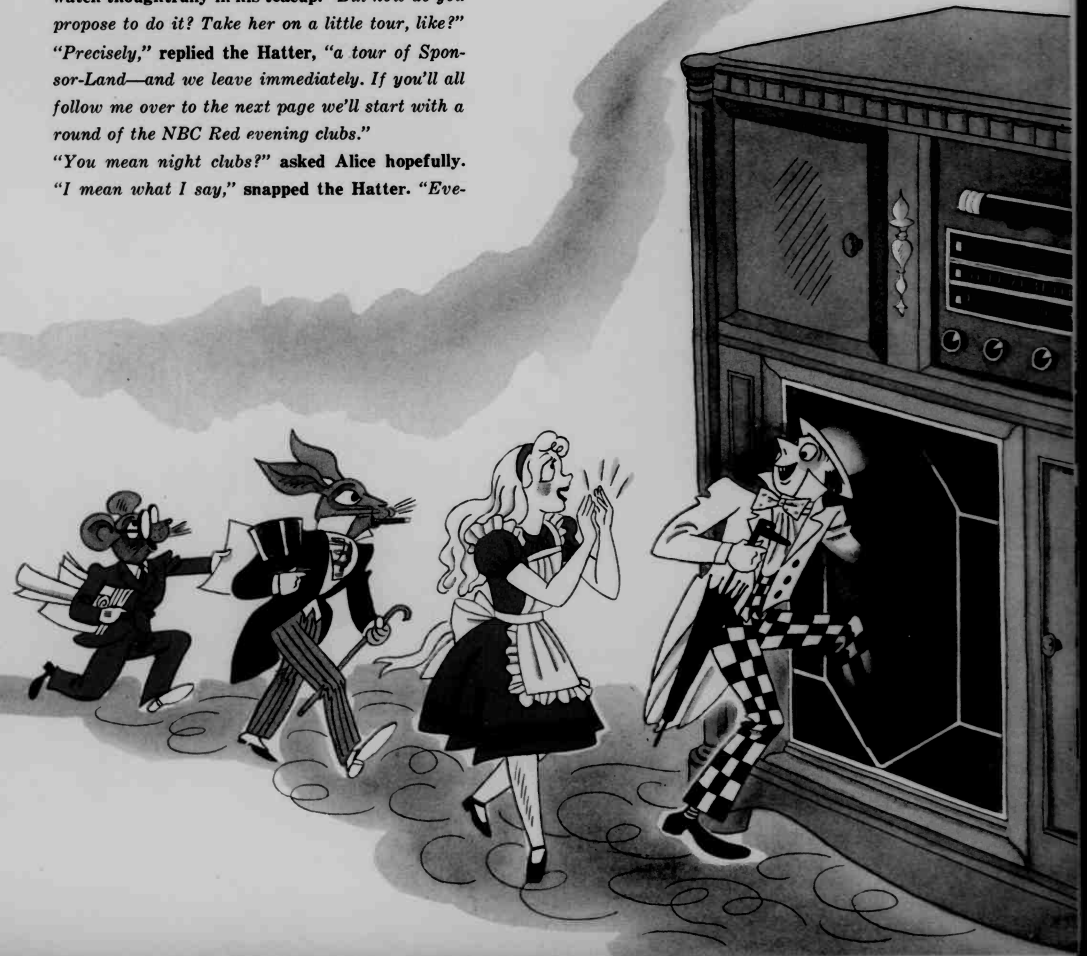
"You mean night clubs?" asked Alice hopefully.

"I mean what I say," snapped the Hatter. "Even-

ing clubs—the NBC Red Monday Evening Club, Tuesday Evening Club, Wednesday Evening Club, and so on. They're named after the different evenings of the week, you see. And they're far and away the most popular clubs in the country. Millions and millions of people visit them every evening. Coming?"

"I'd love it," said Alice, clapping her hands.

"Okay," said the Hatter, tuning the radio to the nearest Red Network station, "now if you'll just follow me through this loud-speaker . . ."





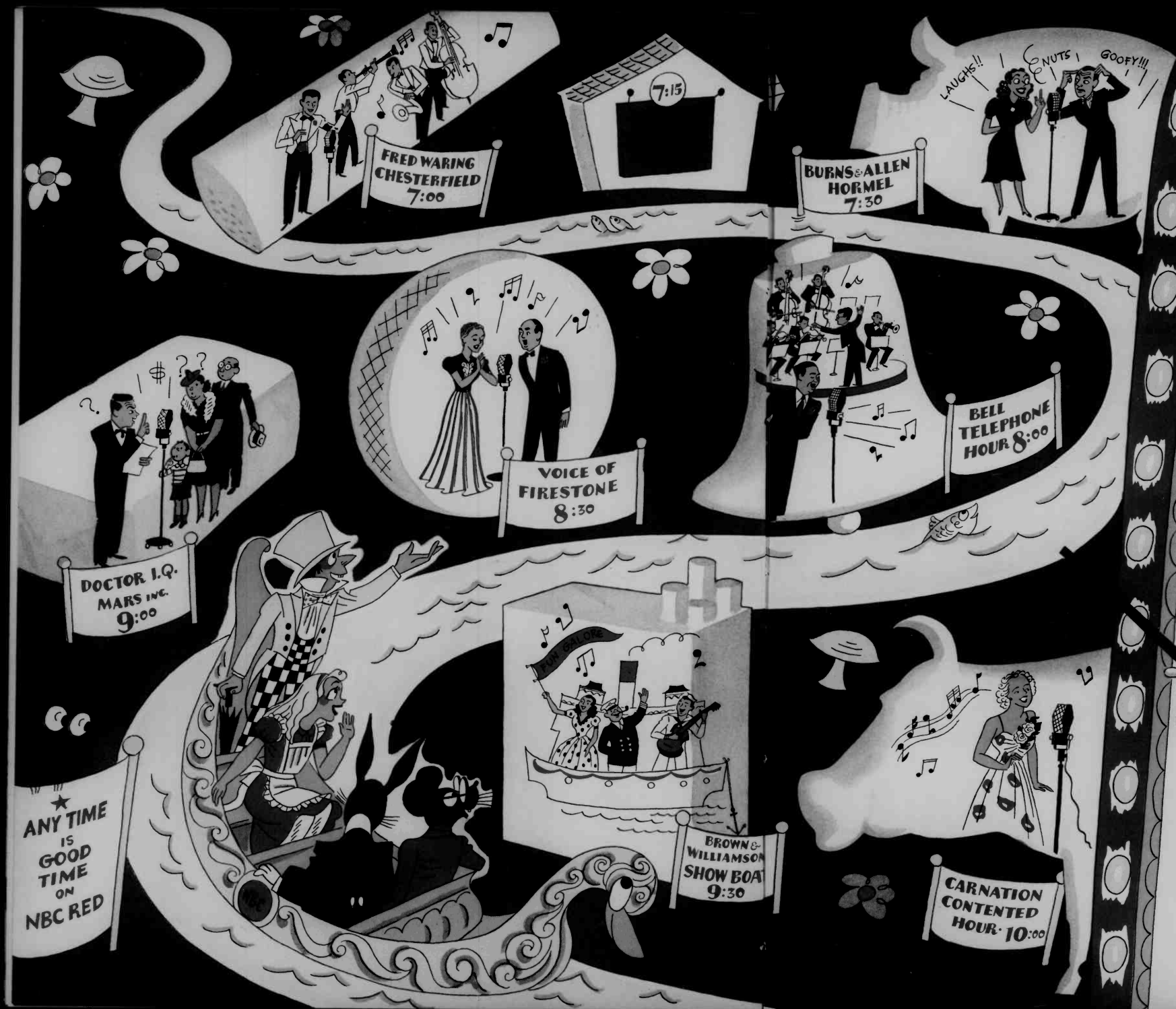
# ★ MONDAY EVENING ★

A very good evening indeed—follows  
Sunday, precedes Tuesday . . . thus:

SUN	MON	TUES	WED	THURS	FRI	SAT



"Through this little door," said the Hatter.



## ★ MONDAY NIGHT ★

**7<sup>00</sup>** Fred Waring and his super-smooth music, courtesy of CHESTERFIELD CIGARETTES.

**7<sup>15</sup>** FOR RENT — Inquire NBC Red.

**7<sup>30</sup>** George Burns and Gracie Allen time. A comedy show that has become an American institution. Sponsor: HORMEL & CO.

**8<sup>00</sup>** THE BELL TELEPHONE HOUR. James Melton, tenor, Francia White, soprano, and Donald Voorhees' orchestra go calling on millions of telephone users and prospects every Monday night.

**8<sup>30</sup>** THE VOICE OF FIRESTONE. Richard Crooks and Margaret Speaks, plus a symphonic orchestra led by Alfred Wallenstein. (Firestone's been on the Red 13 years.)

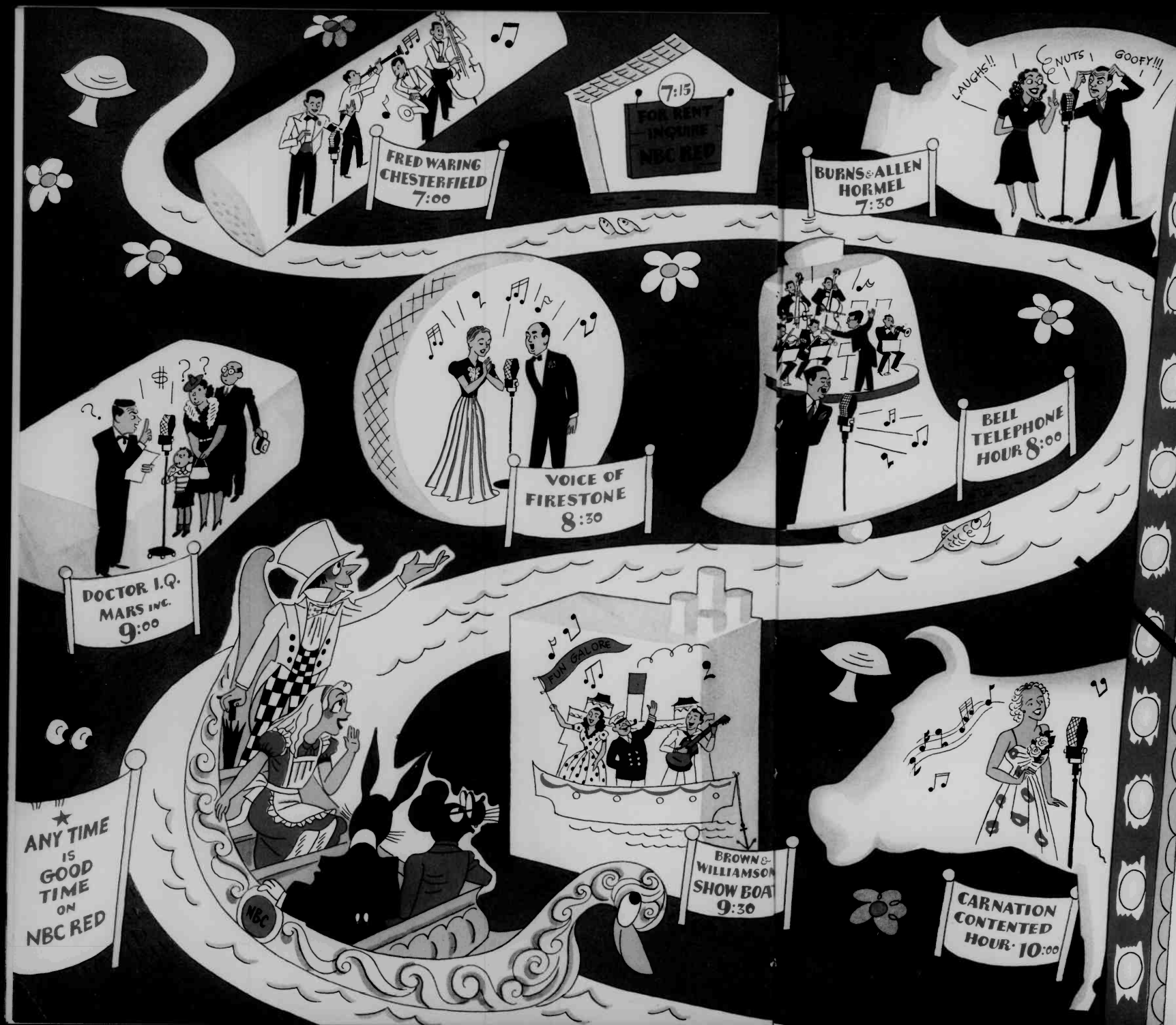
**9<sup>00</sup>** Dr. I.Q. A change of pace — and one of the most stimulating quiz sessions on the air. Sponsor: MARS, INC.

**9<sup>30</sup>** BROWN & WILLIAMSON SHOW BOAT. Virginia Verrill, singer, Marlin Hurt, comedian, music by Bob Trendler's orchestra. Plenty of variety on behalf of Avalon Cigarettes.

**10<sup>00</sup>** THE CARNATION CONTENTED HOUR. Percy Faith's orchestra and songs by the Lullaby Lady. Carnation Evaporated Milk has been a contented Red advertiser for 10 years.

NOTE: All time quoted in this book is Eastern Standard Time.

ADMISSION:  
DIAL YOUR  
NEAREST NBC  
RED STATION



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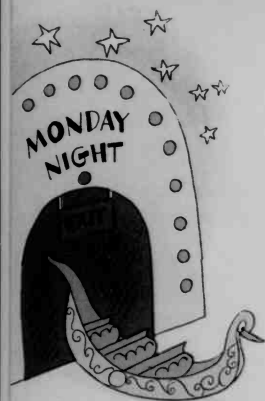
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DIAL YOUR  
NEAREST NBC  
RED STATION



# TUESDAY EVENING

"TUESDAY, TUESDAY, DEAR OLD GOLDEN TUESDAY..." OLD RED NETWORK CLIENT SONG

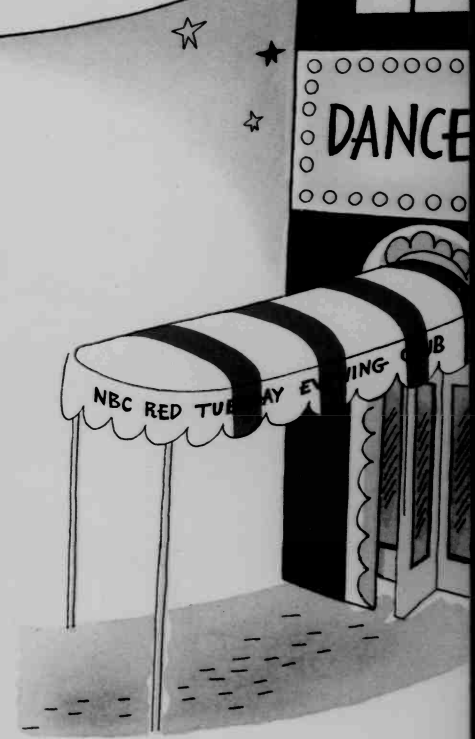
"The Red Network," mused Alice, "is certainly well stocked with entertainment, if Monday's any sample."

"Colossal," agreed the Hare. "Makes the old Palace look like a piker, hey, J. B.?"

"The average CAB rating for all evening shows on the Red in 1940," said the Dormouse, "was 18.2% higher than that of the next network—"

"Listen, son," interrupted the Hatter, "why don't you run on ahead? We don't want any statistics. Tell you what—I'll show the young lady through Tuesday and you can take charge tomorrow . . . only, mind you, no statistics."

"Okay," said the Dormouse, "—it's a deal!"





# Alice's Program

## TUESDAY EVENING ON NBC RED

seven to seven fifteen  
Fred Waring and his band and glee club again — a swell way  
to start any evening's listening.  
CHESTERFIELD

seven forty-five to eight  
H. V. Kaltenborn Edits the News. Crisp and authoritative. Mr.  
Kaltenborn is one of the reasons why Americans are the best-  
informed people on the face of the earth.  
PURE OIL

eight to eight thirty  
Johnnie Presents: Ray Block and his orchestra. Genevieve  
Rowe, soprano, "The Swing Fourteen," m-c-ing by "Johnnie";  
and a brief dramatization by Charles Martin, and guest stars,  
of famous short stories.  
PHILIP MORRIS

eight thirty to nine  
Horace Heidt's Treasure Chest... an audience-participation  
musical quiz with music and participation at their best.  
LEWIS-HOWE AND CO.

nine to nine thirty  
"Battle of the Sexes." Julia Sanderson and Frank Crumit con-  
duct a fast-moving quiz program with the help of two teams,  
four men and four women.  
MOLLÉ

nine thirty to ten  
Fibber McGee & Molly... A pair of top flight comedians keep  
a large audience amused from start to finish. One of the top  
ten shows on the air.  
S. C. JOHNSON & SON

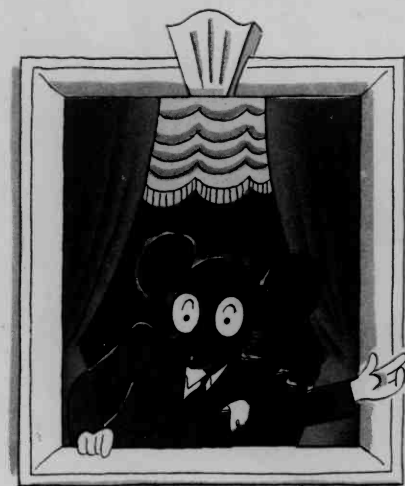
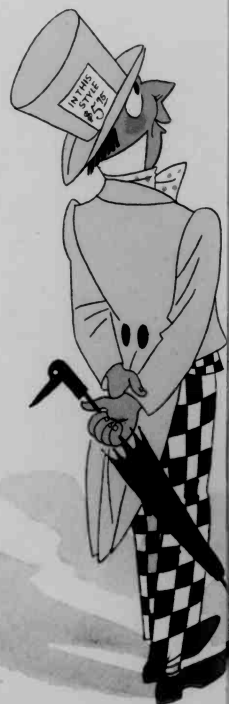
ten to ten thirty  
Bob Hope, Jerry Colonna, Brenda & Cobina. Another top-ten  
show, with humor that has to be heard because it can't be  
described.  
PEPSODENT (now in its 9th year on the Red)

ten thirty to eleven  
Brown & Williamson Dog House, Virginia Verrill, a male quar-  
tel, Bob Strong's orchestra, and Tom Wallace, m.c., appear-  
ing on behalf of Raleigh Tobacco, bring a pleasant evening's  
entertainment to a colorful close.  
BROWN & WILLIAMSON

"I think Mr. Kaltenborn dances very nicely," said Alice.  
"Of course, of course," snapped the Hatter. "— But that's not  
why he's on the Red Network. He happens to be one of the best  
commentators in the business."  
"Statistics show," intervened a large Cheshire Cat, grinning down  
from a seat beside the Hatter, "that the Red has just about the  
best of everything — comedians, kilocycles, CAB ratings, sky-  
waves, tenors, war correspondents and electricians named Joe."



# WEDNESDAY EVENING



WEDNESDAY  
EVENING  
CLUB

"HI,"  
SAID THE  
DORMOUSE.  
"STEP  
RIGHT  
INSIDE.  
THIS IS MY  
EVENING --  
AND NOT A  
STATISTIC  
IN  
THE  
PLACE."



"Why, that little rodent!" exclaimed the Hatter. "He's gone and made the trip without us!" "Oh, well," consoled Alice, "we'll read his column — and save ourselves all that rushing around."

## My Evening

By The Dormouse

NEW YORK, N. Y., Wednesday.—I made a tour of the NBC studios this evening for the first time, and although it involved quite a bit of scurrying around between programs, I'm sure such a trip would have definite educational value for any advertiser. It began with a dinner with Mr. Almonte, who was a most charming host and told me many interesting and amusing anecdotes about studio life. I only wish I had room for some of them here. I slipped into my track shoes at 7 o'clock and we were off. Our first stop was at the Vanderbilt Theatre, where Fred Waring and his organization played "When You and I Were Young, Maggie" in a manner that warmed the heart.

Our next stop was at the Ritz Theatre, where we heard the duPont Cavalcade, and a very thrilling and inspiring show it was. We listened next in a private reception room in Radio City to the two Jergens-Woodbury shows, Tony Martin and "How Did We Meet?" and found them very entertaining and relaxing performances.

At 8:30 in the same room we heard the Brown

& Williamson Plantation Party being broadcast from Chicago, and for half an hour were transported to the Old South by melodies and songs of another day. A quick dash to Studio H on the 8th floor at 9 o'clock (they told me they timed me in 32.5 seconds) brought us to Eddie Cantor's show for Bristol-Myers, and his antics and amusing anecdotes left me in high spirits indeed.

Another dash to the third floor at 9:30 for Mr. District Attorney and a thrilling dramatization of the law's triumphs over the underworld. I'm sure this program, quite aside from its dramatic merits, must come as a confirmation of fundamental truths for most listeners. At 10:00 p.m. a brief sprint and some intrepid taxi-driving by a Mr. Peace J. Hurlbert brought us to the New Amsterdam Theatre on 42nd Street, where for an hour I was entertained and instructed by Professor Kyser and his American Tobacco College of Musical Knowledge. Imagine my surprise when I was presented with an honorary degree by the faculty at the conclusion of the broadcast!

All in all an evening long to be remembered — and one which can be duplicated any Wednesday in your own home, in case you don't care for hundred-yard dashes, by turning your dial to the nearest Red Network station.



BARNEY TOBEY



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BARNEY TOBEY.



# THURSDAY EVENING THANKSGIVING

"I thought all that was changed around," remarked Alice.

"No," answered the Hatter, "Thursday is *always* Thanksgiving."

"You mean," said Alice, "Thanksgiving is always Thursday, don't you?"

"I do not," said the Hatter firmly. "Every Thursday's Thanksgiving—when you listen to the Red."



# MENU

TYPICAL THURSDAY EVENING ON THE RED

## appetizers

7:00 - 7:15  
FRED WARING - WARING GLEE CLUB  
Chesterfield Cigarettes

7:30 - 7:45  
CAMEL CARAVAN - XAVIER CUGAT AND HIS  
ORCHESTRA, WITH SONGS BY YVETTE  
Camel Cigarettes

7:45 - 8:00  
H. V. KALTENBORN EDITS THE NEWS  
Pure Oil

## entrée

8:00 - 8:30  
FANNY BRICE, HANLEY STAFFORD, FRANK MORGAN, JOHN  
CONTE, DON WILSON. MUSIC BY MEREDITH WILLSON'S  
ORCHESTRA  
Maxwell House Coffee

8:30 - 9:00  
THE ALDRICH FAMILY, WITH EZRA STONE  
Jello Puddings

9:00 - 10:00  
BING CROSBY & ROBIN BURNS; FAMOUS  
GUEST STARS; MUSIC BY JOHN SCOTT  
TROTTER'S ORCHESTRA  
Kraft Cheese Company Products

10:00 - 10:30  
RUDY VALLEE; JOHN BARRYMORE  
Sealtest Dairy Products

## dessert

11 TIL SIGN-OFF. NEWS FROM  
ALL PARTS OF THE GLOBE,  
PLUS MUSIC BY SOME OF THE  
MOST FAMOUS BANDS IN THE  
COUNTRY

"Quite a spread," declared Alice. "But I suppose a place like this is frightfully exclusive."

"On the contrary," replied the Hatter, "practically everybody drops in here every Thursday night. All one has to do is tune one's radio to the nearest Red station."

"Well, in that case," beamed the March Hare, "I think I shall remove my gloves. Oh - waiter!"



# FRIDAY EVENING



"If it's anything like the other evenings," said Alice, "you may tell the National Broadcasting Company that I, for one, shall be most happy to attend."

"I'm sure you'll like it," said the Walrus, leading them to the edge of the page, "it's one of our best, you know."

ON FRIDAY EVENING  
THE  
**NBC RED NETWORK**  
IS PRIVILEGED AND HAPPY TO  
**PRESENT:**

★ **FRED WARING** ★  
and his famous **PENNSYLVANIANS**  
in 15 Minutes of the World's Sweetest Music on Behalf of  
**CHESTERFIELD CIGARETTES**  
7:00-7:15 P.M.

THE ONE AND ONLY  
★ **ALEC TEMPLETON** ★  
PIANIST—COMPOSER—SATIRIST EXTRAORDINARY.  
Mr. Templeton and a distinguished company, including Pat  
O'Malley, Yorkshire dialectician and story-teller, entertain  
for **ALKA-SELTZER** from 7:30 to 8:00 P.M.

THE OLDEST COMMERCIAL  
NETWORK PROGRAM ON THE AIR  
(Now in its 14th Glorious Season)  
★ **THE CITIES SERVICE CONCERT** ★  
with lovely Lucille Manners, and Dr. Frank Black  
conducting one of radio's most famous orchestras.  
**CITIES SERVICE, 8:00-8:30 P.M.**

RADIO'S OUTSTANDING QUIZ SHOW  
FUN & PROFIT FOR THE ENTIRE FAMILY  
★ **INFORMATION PLEASE** ★

STARRING  
Franklin P. Adams, Columnist, Raconteur, Bon Vivant—  
John Kieran, Shakespearean Scholar, Sports Authority,  
Ornithologist—Oscar Levant, Pianist, Composer and Re-  
pository of Divers Enchanting Fragments of Knowledge—  
PLUS Clifton Fadiman, Literary Critic, M.C., Referee—and  
One (1) Well-known Guest Star Each Week.  
Sponsor: American Tobacco Company  
**LUCKY STRIKE CIGARETTES, 8:30-9:00 P.M.**

★ **WALTZ TIME** ★  
Mr. Abe Lyman's sterling musicians in a repertoire of uni-  
versal appeal. Soloist: Frank Munn, golden-voiced tenor who  
plays on the heart-strings with his thrush-like rendition of  
ballads familiar to all.  
Sponsor: **PHILLIPS MILK OF MAGNESIA**  
9:00-9:30 P.M.

CHILLS! THRILLS! SUSPENSE! ACTION! DRAMA!  
ALL ABOUND IN  
★ **EVERYMAN'S THEATRE** ★  
A New Dramatic Form Developed Especially for the Magical  
Invention of Wireless by Mr. Arch Oboler.  
Sponsor: Procter & Gamble  
**OXYDOL 9:30-10:00 P.M.**

A FITTING CLIMAX TO A SUPERB PROGRAMME:  
★ **WINGS OF DESTINY** ★  
Famous dramatic serial in which Betty Arnold and Carlton  
Kadell defy adverse fates weekly. (ITEM: One brand new  
airplane is given away FREE every week.) Sponsored by  
Brown & Williamson Tobacco Company in the interests of  
**WINGS CIGARETTES 10:00-10:30 P.M.**

THE PUBLIC IS HEREBY REMINDED THAT THERE  
**WILL POSITIVELY BE ONLY ONE**  
FRIDAY EVENING PER WEEK during the balance of 1941!  
Plan to Be on Hand Early! Test Your Set! Buy New Tubes If  
Necessary!



"I always thought Barnum and Bailey's was the greatest show on earth," said Alice. "—Looks like I'll have to change my ideas."

"With the Red Network going hammer and tongs every night in the week," agreed the Cheshire Cat, "you sure will!"

"I wasn't speaking particularly to you," said Alice.



"That's all right," replied the Cat, "I'm not one to stand on ceremony. By the way, when you see the Dormouse, tell him the statistic he lost last night rolled under the rug."

"What statistic?" asked Alice.

"The one about 84% of the time open for sale on the Red Network being full of clients," replied the Cat, doing a slow fade.



BARNEY TOBEY



ON FRIDAY EVENING  
THE  
**NBC RED NETWORK**  
IS PRIVILEGED AND HAPPY TO  
**PRESENT:**

★ **FRED WARING**  
and his famous **PENNSYLVANIANS**  
in 15 Minutes of the World's Sweetest Music on Behalf of  
**CHESTERFIELD CIGARETTES**  
7:00-7:15 P.M.

THE ONE AND ONLY  
★ **ALEC TEMPLETON** ★  
PIANIST—COMPOSER—SATIRIST EXTRAORDINARY.  
Mr. Templeton and a distinguished company, including Pat  
O'Malley, Yorkshire dialectician and story-teller, entertain  
for **ALKA-SELTZER** from 7:30 to 8:00 P.M.

THE OLDEST COMMERCIAL  
NETWORK PROGRAM ON THE AIR  
(Now in its 14th Glorious Season)  
★ **THE CITIES SERVICE CONCERT** ★  
with lovely Lucille Manners, and Dr. Frank Black  
conducting one of radio's most famous orchestras.  
**CITIES SERVICE, 8:00-8:30 P.M.**

RADIO'S OUTSTANDING QUIZ SHOW  
FUN & PROFIT FOR THE ENTIRE FAMILY  
★ **INFORMATION PLEASE** ★

STARRING  
Franklin P. Adams, Columnist, Raconteur, Bon Vivant—  
John Kieran, Shakespearean Scholar, Sports Authority,  
Ornithologist—Oscar Levant, Pianist, Composer and Re-  
pository of Divers Enchanting Fragments of Knowledge—  
PLUS Clifton Fadiman, Literary Critic, M.C., Referee—and  
One (1) Well-known Guest Star Each Week.  
Sponsor: American Tobacco Company—  
**LUCKY STRIKE CIGARETTES, 8:30-9:00 P.M.**

★ **WALTZ TIME** ★  
Mr. Abe Lyman's sterling musicians in a repertoire of uni-  
versal appeal. Soloist: Frank Munn, golden-voiced tenor who  
plays on the heart-strings with his thrush-like rendition of  
ballads familiar to all.  
Sponsor: **PHILLIPS MILK OF MAGNESIA**  
9:00-9:30 P.M.

CHILLS! THRILLS! SUSPENSE! ACTION! DRAMA!  
ALL ABOUND IN  
★ **EVERYMAN'S THEATRE** ★  
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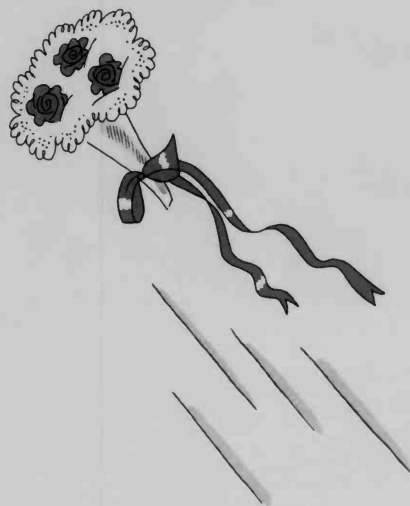
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BARNEY TOBEY-

# SATURDAY EVENING

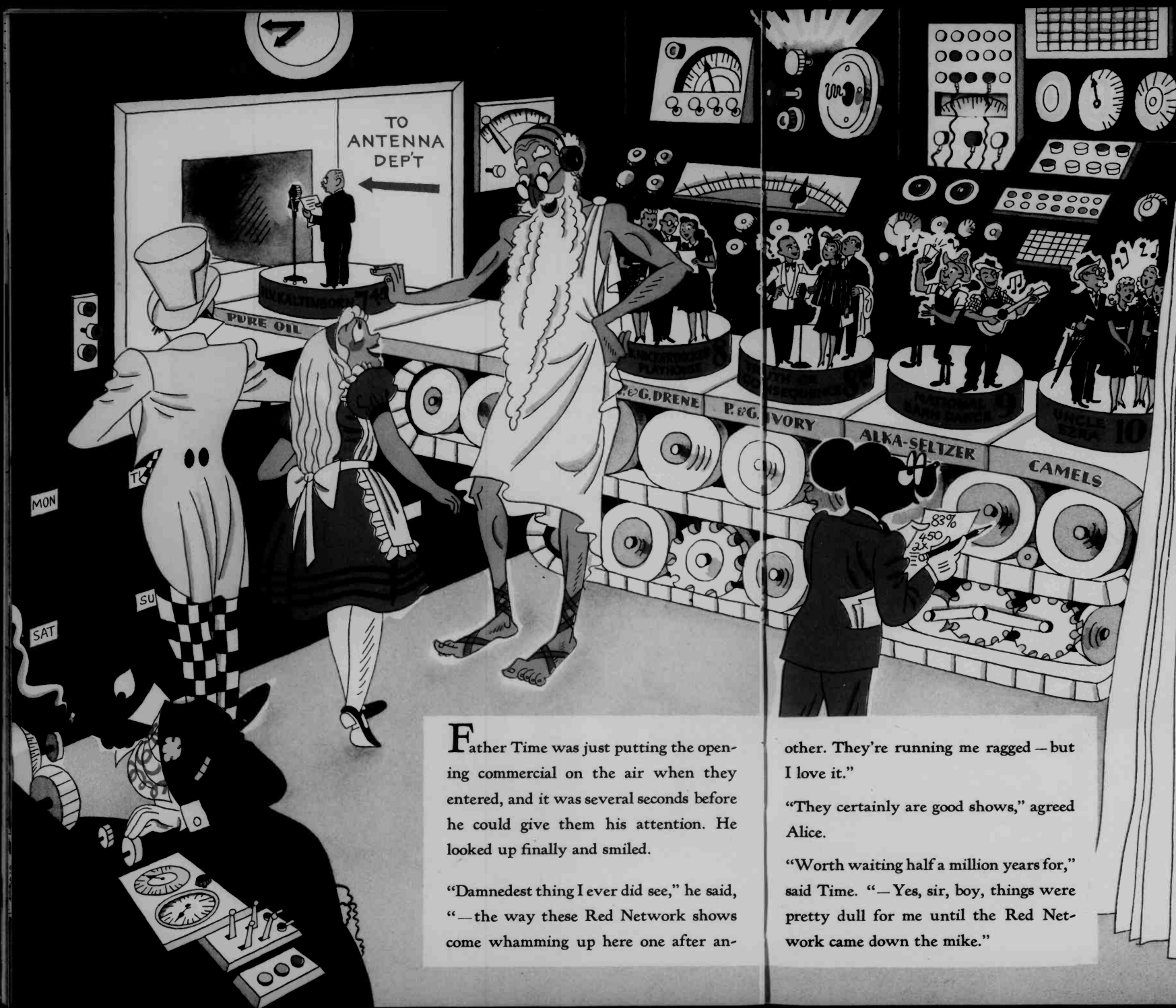


"—and I might add," said the Cat, grinning down at them from the tree, "that 92% of NBC Red's 1940 clients were repeaters. In fact, I will add it: 92% of NBC Red's 1940 clients were repeaters."

"H—mm!" said the Dormouse.







Father Time was just putting the opening commercial on the air when they entered, and it was several seconds before he could give them his attention. He looked up finally and smiled.

"Damnedest thing I ever did see," he said, "—the way these Red Network shows come whamming up here one after an-

other. They're running me ragged — but I love it."

"They certainly are good shows," agreed Alice.

"Worth waiting half a million years for," said Time. "— Yes, sir, boy, things were pretty dull for me until the Red Network came down the mike."

## CHIEF DISPATCHER'S SCHEDULE

TIME SATURDAY NIGHT ON NBC RED

7:45-8:00 H.V. KALTENBORN edits and interprets the news for **PURE OIL**.

8:00-8:30 **THE KNICKERBOCKER PLAYHOUSE**. Light drama with an all-star cast and Bob Trendler's Orchestra. Sponsor: **Procter & Gamble** on behalf of **DRENE**.

8:30-9:00 **TRUTH OR CONSEQUENCES--** A fast-moving, frequently hilarious quiz session m.c'd by Ralph Edwards. The studio audience supplies the quizz-ees, the radio audience the questions and consequences. Sponsor: **Procter & Gamble's IVORY SOAP**

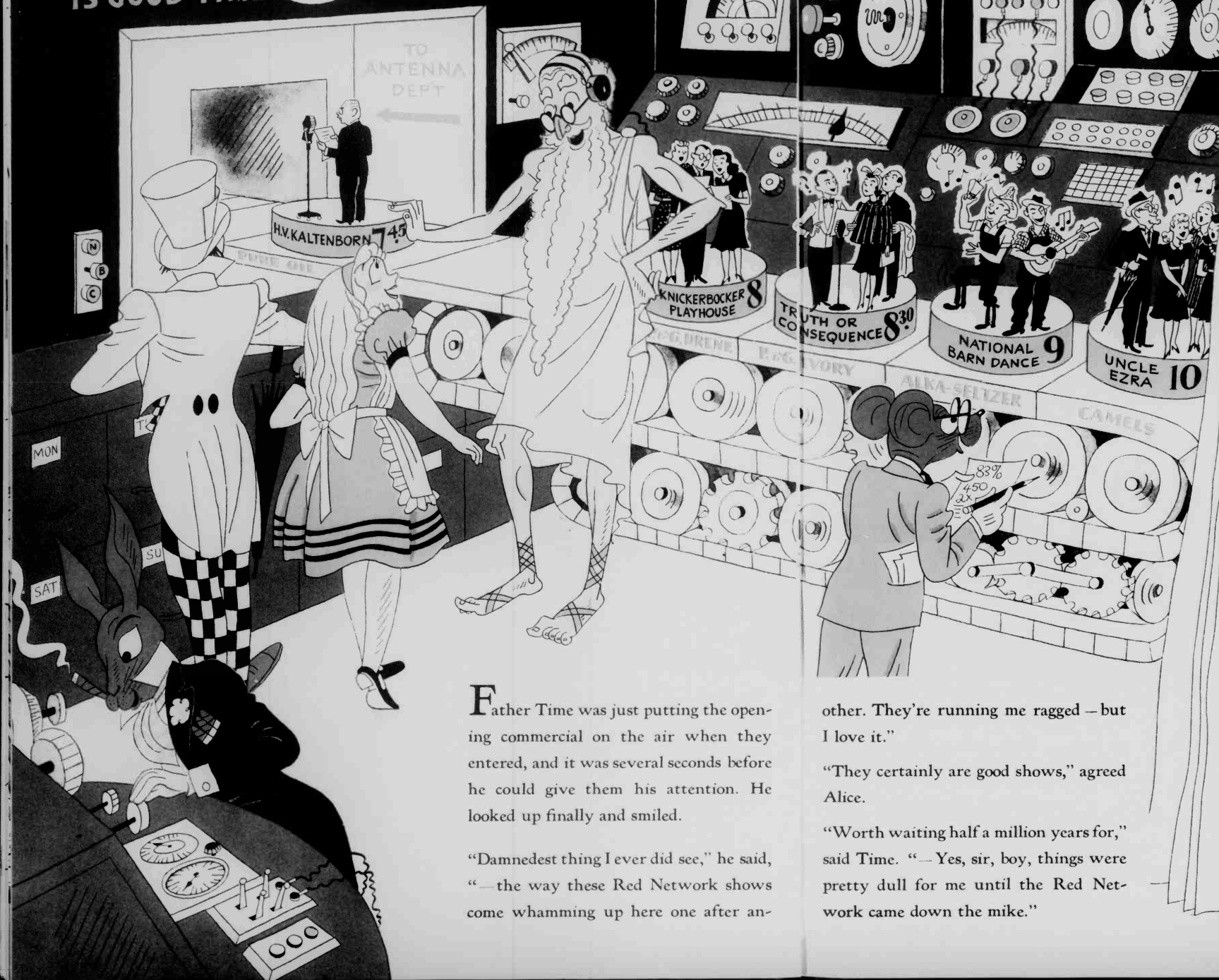
9:00-10:00 **THE NATIONAL BARN DANCE**. Music and fun with Joe Kelly, m.c.—Eddie Peabody, Ace guitarist, the Hoosier Hotshots and a variety of orchestras and entertainers. **ALKA-SELTZER**.

10:00-10:30 **UNCLE EZRA** and his Rosedale folks broadcast over a mythical Rosedale station for R.J. Reynolds Tobacco Company. Product: **CAMEL CIGARETTES**. The Rosedale trio, Mayor Boggs, Cecelia, a novelty orchestra and guest stars keep things humming for listeners.

BARNEY TOBEY-



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BARNEY TOBEY -

# SUNDAY *a day of rest*

(BUT NOT FOR THE RED NETWORK)

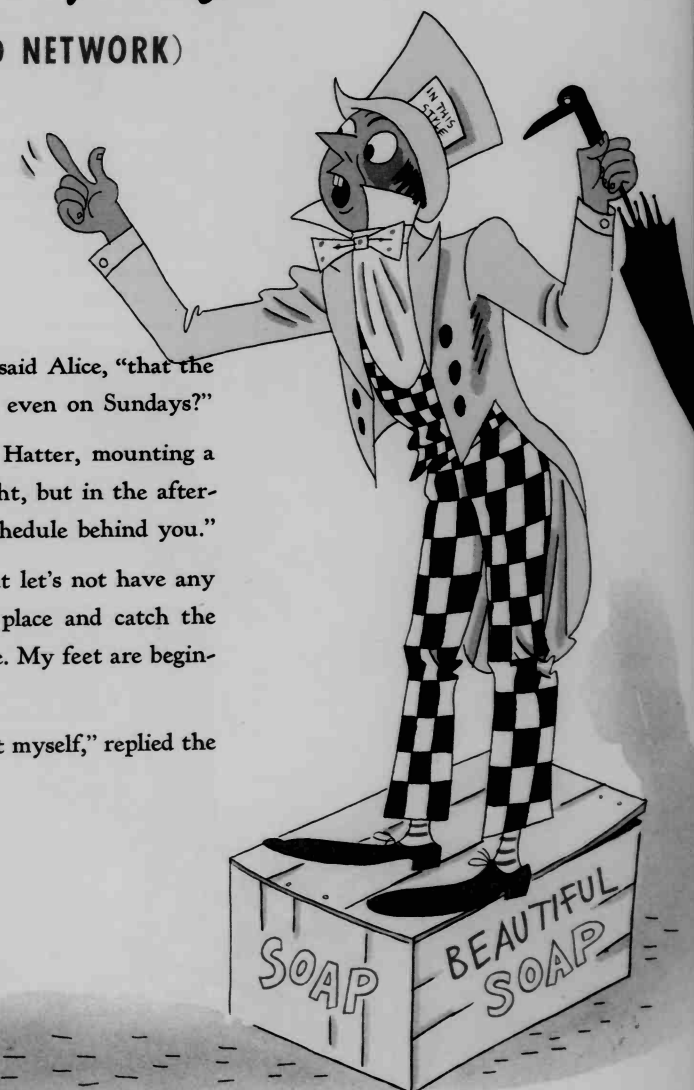


"You don't mean to tell me," said Alice, "that the Red Network keeps up this pace even on Sundays?"

"Indeed I do, toots," declared the Hatter, mounting a nearby soapbox. "Not only at night, but in the afternoon as well. Just look at that schedule behind you."

"Okay, J. B.," said the Hare. "But let's not have any speeches. Let's go over to your place and catch the Sunday evening shows from there. My feet are beginning to hurt."

"Just what I was about to suggest myself," replied the Hatter.



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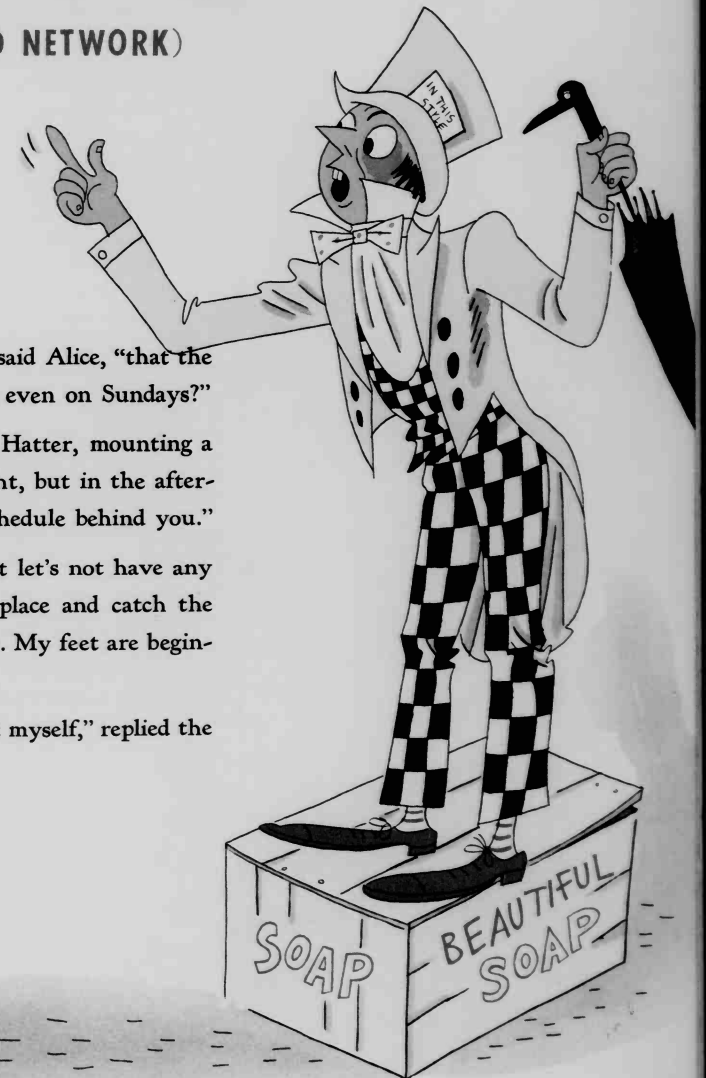


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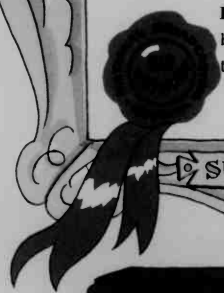


## To Whom It May Concern:

7:00-7:30 **The Jello Program**, starring Jack Benny, Mary Livingston, "Rochester" and Dennis Day, with Phil Harris' orchestra and Don Wilson . . . a veteran top-ten show.

7:30-8:00 **The Fitch Bandwagon**, with Tobe Reed as master of ceremonies. The most famous name-bands in radio appear here weekly. 8:00-8:30 **The Chase & Sanborn Coffee Hour**, with Edgar Bergen, Charlie McCarthy, Mortimer Snerd, Donald Dickson, Robert Armbruster's Orchestra and outstanding guest-stars—another weekly high-spot. 8:30-9:00 **One Man's Family**—a saga of a typical American family that has been a favorite of millions of radio families for many years. (Sponsor: Tender Leaf Tea.) 9:00-9:30 **Manhattan Merry-Go-Round**—a musical kaleidoscope featuring Pierre LeKreun, tenor, Rachel Carlay, soprano, Men-About-Town Quartette, Don Donnie's Orchestra. (Sponsor: Dr. Lyon's Tooth Powder.) 9:30-10:00 **The Bayer Album of Familiar Music**, with Frank Munn, Jean Dickinson, Vivien Della Chiesa and Gus Haenschen's Orchestra—a 9-year-old command performance in millions of radio homes. 10:00-10:30 **The General Electric Hour of Charm**. Phil Spitalny and his All-Girl Orchestra bring the Red's Sunday evening commercial program schedule to a highly satisfactory close.

SUNDAY NIGHT ON NBC RED



"Well," said Alice, as they finished their Sunday listening session, "I don't wonder that most people do most of their listening to the Red Network. It certainly offers a terrific round of entertainment every day of the week."

"Speaking of days of the week," said a liveried footman, appearing out of nowhere, "all you've seen so far are the nights. The Red Queen hereby invites you to visit her kitchen for a look at the Red in the daytime."

"A most interesting subject," said the Hare. "—Half my life has been spent in the daytime."



## To Whom It May Concern:

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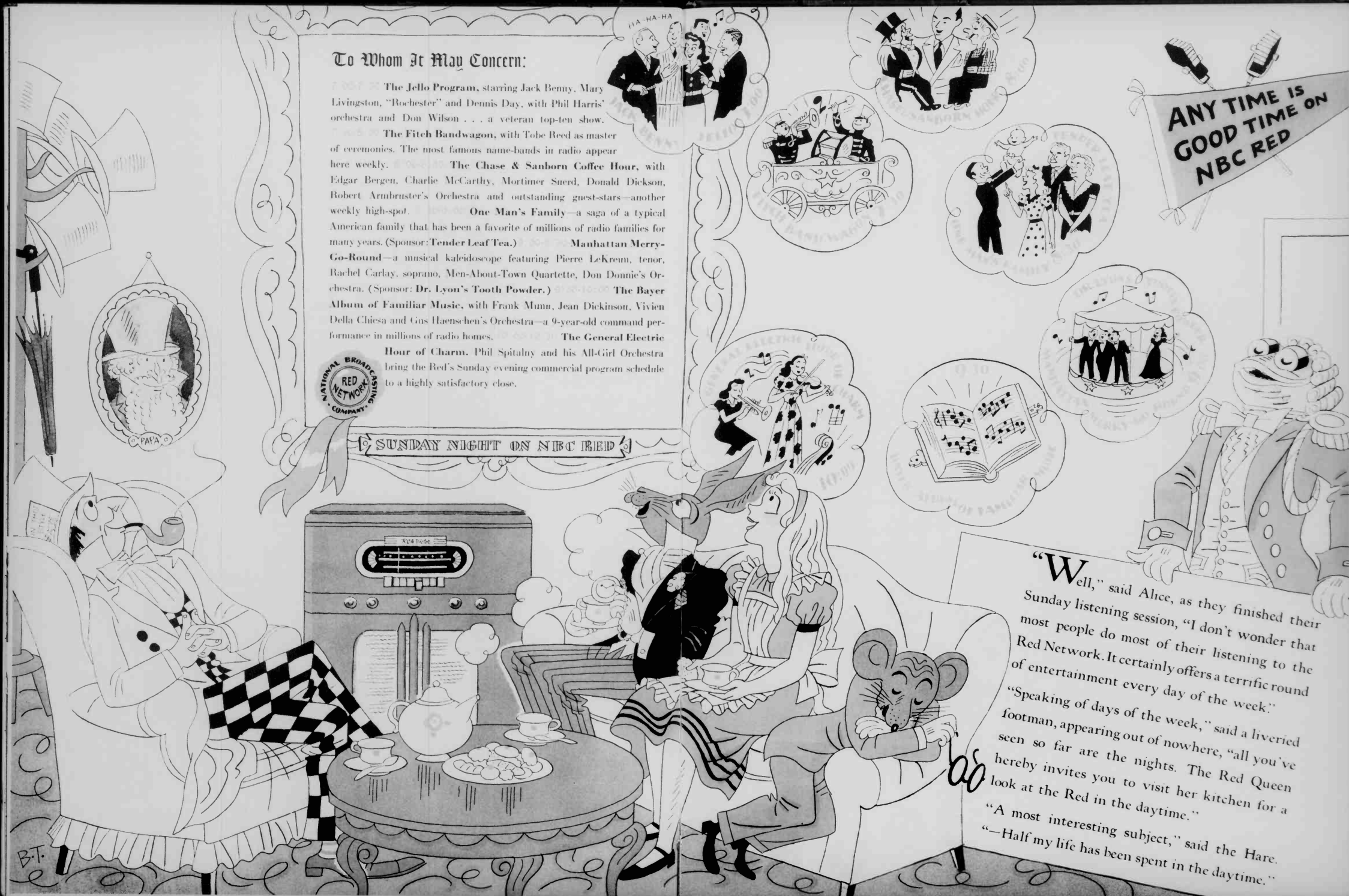
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"—Half my life has been spent in the daytime."

# DAYTIME

PROGRAM	MONDAY THRU FRIDAY
PROCTER & GAMBLE "This Small Town" (a) . . . . .	10:00 - 10:15
"Houseboat Hannah" (b) . . . . .	10:00 - 10:15
CUOAHY PACKING CO. "Bachelor Children" (c) . . . . .	10:15 - 10:30
COLGATE-PALMOLIVE-PEET "Ellen Randolph" . . . . .	10:30 - 10:45
PROCTER & GAMBLE "The Guiding Light" . . . . .	10:45 - 11:00
"The Man I Married" . . . . .	11:00 - 11:15
"Against the Storm" . . . . .	11:15 - 11:30
"Road of Life" (c) . . . . .	11:30 - 11:45
"Kitty Keene" (d) . . . . .	11:30 - 11:45
B. T. HABBITT "David Harum" . . . . .	11:45 - 12:00

PROGRAM	SATURDAY
HECKER PRODUCTS "Lincoln Highway" . . . . .	10:00 - 10:30
BENJAMIN MOORE CO. "Betty Moore" . . . . .	10:30 - 10:45
FOR SALE ACME WHITE LEAD "Smilin' Ed McConnell" . . . . .	10:45 - 11:45
	11:45 - 12:00
FOR SALE	3:00 - 6:00

NOTE: All time quoted herein is Eastern Standard Time.

# NBC RED

PROGRAM	MONDAY THRU FRIDAY
PROCTER & GAMBLE "The O'Halls" . . . . .	12:15 - 12:30
HALL BROTHERS "Tony Wane" Radio Scrapbook" (f) . . . . .	1:15 - 1:30
GENERAL MILLS "Hymns of All Churches" (g) . . . . .	2:00 - 2:15
"Betty Crocker" (g) . . . . .	2:00 - 2:15
"Arnold Glimm's Daughter" "Valiant Lady" "Light of the World" . . . . .	2:15 - 2:30
PROCTER & GAMBLE "The Story of Mary Martin" "Ma Perkins" "Pepper Young's Family" "Vic & Sade" . . . . .	2:30 - 3:00
	3:00 - 3:15
	3:15 - 3:30
	3:30 - 3:45
	3:45 - 4:00

REFERENCE MARKS AND NOTES  
(a) 17 stations (East)  
(b) 19 stations (West)  
(c) 35 stations (coast-to-coast)  
(d) 13 stations (West)  
(e) 18 stations (East)  
(f) 25 stations (West)  
(g) except Monday, Wednesday and Friday  
(h) except Wednesday and Friday  
(i) except Monday, Tuesday and Thursday  
(j) starts March 24, 1941

# TIME TABLE

PROGRAM	MONDAY THRU FRIDAY
STERLING PRODUCTS "Backstage Wife" "Spella Dallas" "Lorena Jones" "Young Wilder Brown" . . . . .	4:00 - 4:15 4:15 - 4:30 4:30 - 4:45 4:45 - 5:00
QUAKER OATS "Gilt Alone" . . . . .	5:00 - 5:15
PROCTER & GAMBLE "Love Journey" . . . . .	5:15 - 5:30
GENERAL MILLS "Jack Armstrong" (e) . . . . .	5:30 - 5:45
PROCTER & GAMBLE "The Guiding Light" (f) . . . . .	5:45 - 6:00
"Life Can Be Beautiful" . . . . .	

PROGRAM	SUNDAY
FOR SALE JOHN MORRELL & CO. "Bob Becker's Chats" "About Dogs" . . . . .	1:00 - 3:45 3:45 - 4:00 4:15 - 4:30
HALL BROTHERS "Tony Wane" Radio Scrapbook" . . . . .	5:00 - 5:30
SNEEDWIN-WILLIAMS "Metropolitan Opera" "Auditions of the Air" . . . . .	5:30 - 6:00
QUAKER OATS "Your Dream Come True" . . . . .	6:30 - 7:00
MARS, INC. "What's Your Idea?" . . . . .	



"What's that?" asked Alice, glancing at the chart on the wall.

"The Red Network Daytime schedule," replied the Red Queen. "And I don't mind telling you I'm quite proud of it."

"There doesn't seem to be a great deal of time left," said Alice. "How do you account for it?"

"How do you account for anything around a

place like the Red Network?" replied the Queen. "Advertisers battle to get on simply because the Red delivers the biggest audience. In the daytime they're out to reach women. They know the Red Network reaches the most women, so they let it do their reaching for them—fill it with serial shows of special appeal to the distaff audience."

## DAYTIME

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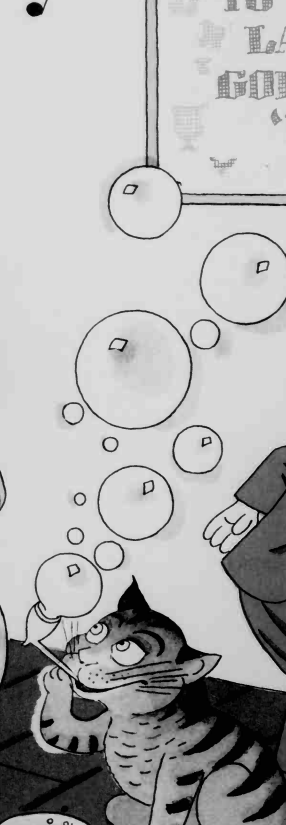
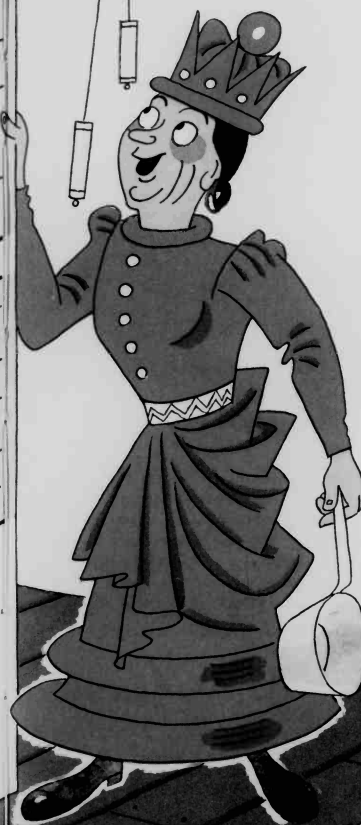
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PROCTER & GAMBLE "Lone Journey" . . . . .	5:30 - 5:45 5:45 - 6:00
GENERAL MILLS "Jack Armstrong" (c) . . . . .	5:30 - 5:45 5:45 - 6:00
PROCTER & GAMBLE "The Guiding Light" (f) . . . . . "Life Can Be Beautiful" . . . . .	5:30 - 5:45 5:45 - 6:00 6:00 - 6:15 6:15 - 6:30

FOR SALE	SUNDAY
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ON NBC RED



"What's that?" asked Alice, glancing at the chart on the wall.

"The Red Network Daytime schedule," replied the Red Queen. "And I don't mind telling you I'm quite proud of it."

"There doesn't seem to be a great deal of time left," said Alice. "How do you account for it?"

"How do you account for anything around a

place like the Red Network?" replied the Queen. "Advertisers battle to get on simply because the Red delivers the biggest audience. In the daytime they're out to reach women. They know the Red Network reaches the most women, so they let it do their reaching for them—fill it with serial shows of special appeal to the distaff audience."





What's the matter with Saturday?" asked Alice, noting the gaping holes in the Saturday schedule.

"Better ask what's the matter with the advertisers," suggested the Cheshire Cat.

"All right," said Alice, "what's the matter with the advertisers?"

"They seem to have a bad case of the fan-tods about Saturday," replied the Queen.

"That is, most of them. And the funny part of it is that Saturday is one of the best days of the week for many of them."

"As an advertising agent," said the Hatter, drawing himself to his full height, "I'm

a bit inclined to resent those remarks. What, if any, are your grounds for a statement like that?"

"Well," said the Queen, "take food advertisers. On Saturday afternoon America's housewives go out and buy a major share of their whole week's groceries!"

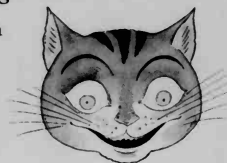
"Oh," said Alice, "—that means Saturday morning's a good time to tell them to put your product on their shopping lists!"

"A good time!" exclaimed the Queen. "Heavens to Betsy—it's one of the best! In fact, it's a *psychological moment*. You not only nail your housewives in time to

put a bug in their ear, but you also reach the other members of the family—men, women and children. You get an evening-type audience at half the evening rates. And, believe me, Benjamin Moore Paints, Hecker's Shinola\* and Acme White Lead can tell you how well it pays."

"Make a note of that," said the Hare to the Dormouse.

"Make your own notes," replied the Dormouse testily. "Don't forget I'm a



vice-president, too."

"Notes or no notes," said Alice, "I think the Queen brought up an interesting point, not only about Saturday daytime, but about all time on the Red—namely, how does it pay out?"

"Beautifully," said the Dormouse. "Statistics show—"

"Never mind, George," interrupted the Hatter. "There's a much better answer waiting for us over on the next page."

#### \* HECKER ENDORSES SATURDAY MORNING:

"In renewing for another thirteen weeks our 'Lincoln Highway' program for Shinola Shoe Dressings, we want to express our sincere pleasure with this investment. I feel our satisfaction is not only indicated by this renewal, but by the fact that we have added twelve stations to the network, bringing the total up to 59.

"We think Saturday morning is an exceptionally good time for reaching all members of the family, and are pleased to advise that in the last six months of 1940 we have shown gains in excess of 14% in sales in a majority of the States in the Union."

J. F. FORSYTH, General Manager  
Shoe Products Division  
Hecker Products Corp.







"What's this?" asked Alice. "—Heaven?"

"You might call it that," replied the Hare.

"Actually it's the next best thing—the Contented Advertisers' Club. Membership is automatic for Red Network clients."

"The one thing that keeps clients happy," explained the Hatter, "is sales. And the Red produces them—in abundance. The reason for that, of course, is because the Red's the

Network Most People Listen to Most. It's sort of an un-vicious circle, you see."

"How lovely," beamed Alice. "I should think it would be very nice to find oneself in an un-vicious circle for a change."

"There's no time like the present," said the Hare, taking a fountain pen and a Red Network contract from his pocket. "—Now if you'll just sign here . . ."

## CONTENTED ADVERTISERS' CLUB

★  
Active Members as of March 1, 1941

(arranged according to the number of years in all or part of which members have used NBC Red Network facilities)

### 14 years

Cities Service Co.  
General Mills, Inc.

### 13 years

American Tobacco Co.  
Firestone Tire & Rubber Co.  
General Electric Co.  
Sperry Flour Co.

### 12 years

General Foods Corp.  
Kraft Cheese Co.

### 11 years

Bayer Co., Inc.  
Bristol-Myers Co.  
Colgate-Palmolive-Peet Co.  
Procter & Gamble Co.  
Richfield Oil Co.  
Standard Brands, Inc.

### 10 years

Carnation Co.  
The Pepsodent Co.  
Wesson Oil & Snowdrift Co.

### 9 years

Hecker Products Corp.  
Benjamin Moore & Co.  
R. L. Watkins Co.

### 8 years

Cummer Products Co.  
The F. W. Fitch Company  
S. C. Johnson & Son, Inc.  
Philip Morris & Co., Ltd.  
Chas. H. Phillips Co.  
Quaker Oats Co.  
Tillamook County Creamery Association  
Union Oil Co. of Calif.

### 7 years

Albers Bros. Milling Co.  
B. T. Babbitt, Inc.  
Cardinet Co., Inc.  
Miles Laboratories, Inc.  
Sherwin-Williams Co.

### 6 years

Vick Chemical Co.

### 5 years

Acme White Lead & Color Works  
Lewis-Howe Company  
John Morrell & Co.  
Sealtest, Inc.  
Signal Oil Co.

### 4 years

Brown & Williamson Tobacco Corp.  
Gallenkamp Stores Co.  
The Andrew Jergens Co.  
R. J. Reynolds Tobacco Co.

### 3 years

Liggett & Myers Tobacco Co.

### 2 years

E. I. duPont de Nemours & Co., Inc.  
George A. Hormel & Co.  
Mars, Inc.  
Pure Oil Company

### 1 year

The Bell Telephone System  
Hall Brothers, Inc.  
Skelly Oil Co.

# EPILOGUE



The Dormouse dropped in on us after his tour to complain that he'd been treated shabbily by the Hatter all through the foregoing pages.

"Every time I tried to get across some salient fact," he said, "the Hatter treated me shabbily. And I don't like it."

"We gave him carte blanche, you know."

"Don't I know it!" he said. "Hogging the spotlight, stealing my lines, pushing me around all through the book! Why, do you know what my first salient fact was? Just that the Red had its biggest year in 1940. Advertisers invested 10.9% more money in Red time than in 1939!"

"Well—" we began.

"And that's not all," he interrupted, producing a mass of statistics from his briefcase. "On page 39 he cut me short when I was about to reveal the results of the 1940 popularity polls.\* The Red cleaned up. I guess *that's* salient, isn't it?"



POLLING THE POLLS (YEAR OF 1940)			
ANNUAL RADIO DAILY POLL OF RADIO EDITORS COAST-TO-COAST	MOTION PICTURE DAILY POLL OF 700 RADIO EDITORS	N. Y. WORLD-TELEGRAM RADIO EDITORS' POLL	CLEVELAND PLAIN DEALER POLL OF OHIO LISTENERS
Favorite Commercial Programs: 7 of first 10 on the Red	"Champion of Champions": (Favorite Entertainers) 4 out of 6 on the Red	Favorite Programs: 5 of first 6 on the Red	"All-American Radio Personalities Eleven" 9 places to Red entertainers
Favorite Comedians: 9 of first 10 on the Red	Favorite Comedy Acts & Personalities: 16 out of 22 on the Red	Favorite Comedians: 7 out of 8 on the Red	Favorite Comedians: 9 out of 10 on the Red
Favorite Entertainers: 8 of first 10 on the Red	Overall Results: 15 out of 25 divisional "firsts" to Red programs	Favorite Quiz Shows: 5 out of 9 on the Red	Favorite Singers: 9 out of 12 on the Red
Favorite Dance Bands: 13 of first 20 on the Red		Favorite Studio Announcers: 5 out of 8 on the Red	Favorite Variety Shows: 7 out of 11 on the Red

"Of course it's salient. But there's a limit to everything."

"You mean you're not going to print it?" he asked.

"Sure," we said in desperation, "we'll print it. We'll put it in an Epilogue. We'll print almost anything if you'll only get out of here and leave us be."

"Oh!" said the Dormouse, gathering his papers. "If *that's* the way you feel about it—"

He walked to the door, stopped with one hand on the knob.

"But before I go," he gulped, "I'd just like to tell you that in 1940 the Red Network was first in daytime audience, first in night-time audience, first in top-rated programs, first in listeners' votes and first in leading advertisers' dollars . . . for the 13th consecutive year—!"



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# "THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY"

(FREQUENCIES ASSIGNED UNDER TERMS OF HAVANA TREATY, EFFECTIVE MARCH 29, 1941)

CITY	STATION	NIGHT POWER IN WATTS	FREQUENCY IN KILOCYCLES	CITY	STATION	NIGHT POWER IN WATTS	FREQUENCY IN KILOCYCLES	CITY	STATION	NIGHT POWER IN WATTS	FREQUENCY IN KILOCYCLES	CITY	STATION	NIGHT POWER IN WATTS	FREQUENCY IN KILOCYCLES
ALBUQUERQUE, N. M.	KOB	10,000	1,030	*DES MOINES, IOWA	WHO	50,000	1,040	MADISON, WIS.	WIBA	1,000	1,310	SAFFORD, ARIZ.	KGLU	250	1,450
ALLENTOWN, PA.	WSAN	500	1,470	DETROIT, MICH.	WWJ	1,000	950	MANCHESTER, N. H.	WFEA	500	1,370	ST. CLOUD, MINN.	KFAM	250	1,450
ALTOONA, PA.	WFBG	250	1,340	DULUTH, MINN.-SUPERIOR, WIS.	WEBC	1,000	1,320	MANILA, P. I.	KZRH	10,000	710	ST. LOUIS, MO.	KSD	1,000	550
AMARILLO, TEX.	KGNC	1,000	1,440	EL PASO, TEX.	KTSM	500	1,380	MANKATO, MINN.	KYSM	250	1,230	*ST. PAUL, MINN.	KSTP	50,000	1,500
ASHEVILLE, N. C.	WISE	250	1,400	EAU CLAIRE, WIS.	WEAU	1,000	1,070	MEDFORD, OREGON	KMED	1,000	1,440	SALT LAKE CITY, UTAH	KDYL	1,000	1,320
*ATLANTA, GA.	WSB	50,000	750	EVANSVILLE, IND.	WGBF	1,000	1,280	MEMPHIS, TENN.	WMC	1,000	790	*SAN ANTONIO, TEX.	WOAI	50,000	1,200
AUGUSTA, ME.	WRDO	100	1,400	FARGO, N. D.	WDAY	5,000	970	MIAMI, FLA.	WIOD	5,000	610	*SAN FRANCISCO, CAL.	KPO	50,000	680
BALTIMORE, MD.	WFBR	1,000	1,300	FLORENCE, S. C.	WOLS	250	1,230	MILWAUKEE, WIS.	WTMJ	1,000	620	SAVANNAH, GA.	WSAV	250	1,340
BANGOR, ME.	WLBZ	500	620	FORT WAYNE, IND.	WGL	250	1,450	MINNEAPOLIS-ST. PAUL, MINN.	KSTP (See listing under St. Paul, next column.)			*SCHENECTADY, N. Y.	WGY	50,000	810
BILLINGS, MONT.	KGHL	1,000	790	FRESNO, CAL.	KMJ	5,000	580	MOBILE, ALA.	WALA	500	1,410	SEATTLE, WASH.	KOMO	1,000	950
BIRMINGHAM, ALA.	WBRC	1,000	960	GRAND RAPIDS, MICH.	WOOD	500	1,300	MONTGOMERY, ALA.	WSFA	500	1,440	SHREVEPORT, LA.	KTBS	1,000	1,480
BISMARCK, N. D.	KFYR	1,000	550	GREENVILLE, S. C.	WFBC	1,000	1,330	*MONTREAL, QUEBEC, CANADA	CBF (f) CBM	50,000 5,000	690 940	SIoux FALLS, S. D.	KELO	250	1,230
BOISE, IDAHO	KIDO	1,000	1,380	HARRISBURG, PA.	WKBO	250	1,230						KSOO	5,000 D	1,140
BOSTON, MASS.	WNAC	5,000	1,260	*HARTFORD, CONN.	WTIC	50,000	1,080					SPOKANE, WASH.	KHQ	5,000	590
BOZEMAN, MONT.	KRBM	250	1,450	HATTIESBURG, MISS.	WFOR	100	1,400	*NASHVILLE, TENN.	WSM	50,000	650	SPRINGFIELD, MO.	KGBX	5,000	1,260
BRISTOL, TENN.-VA.	WOPI	250	1,490	HAVANA, CUBA	CMX	10,000	880	NEW ORLEANS, LA.	WSMB	5,000	1,350	SPRINGFIELD, O.	WIZE	100	1,340
BUFFALO, N. Y.	WBEN	1,000	930	HELENA, MONT.	KPFA	250	1,240	*NEW YORK, N. Y.	WEAF	50,000	660	TAMPA, FLA.	WFLA	1,000	970
BUTTE, MONT.	KGIR	5,000	1,370	HONOLULU, HAWAII	KGU	2,500	760	NORFOLK, VA.	WTAR	5,000	790	TERRE HAUTE, IND.	WBOW	250	1,230
CEBU, P. I.	KZRC	250	1,200	HOUSTON, TEX.	KPRC	1,000	950	OKLAHOMA, CITY, OKLA.	WKY	5,000	930	TOLEDO, O.	WSPD	5,000	1,370
CHARLESTON, S. C.	WTMA	250	1,250	INDIANAPOLIS, IND.	WIRE	5,000	1,430	OMAHA, NEB.	WOW	5,000	590	*TORONTO, ONT., CANADA	CBL	50,000	740
CHARLESTON, W. VA.	WGKV	100	1,490	JACKSON, MISS.	WJDX	1,000	1,300	PENSACOLA, FLA.	WCOA	500	1,370	TUCSON, ARIZ.	KVOA	1,000	1,290
CHARLOTTE, N. C.	WSOC	100	1,240	JACKSONVILLE, FLA.	WJAX	1,000	930	*PHILADELPHIA, PA.	KYW	50,000	1,060	TULSA, OKLA.	KVOO	25,000	1,170
CHATTANOOGA, TENN.	WAPO	250	1,150	JOHNSTOWN, PA.	WJAC	250	1,400	PHOENIX, ARIZ.	KTAR	5,000	620	TWIN FALLS, IDAHO	KTFI	1,000	1,270
*CHICAGO, ILL.	WMAQ	50,000	670	KANSAS CITY, MO.	WDAF	5,000	610	PITTSBURG, KANS.	KOAM	1,000 D	810	WASHINGTON, D. C.	WRC	1,000	980
*CINCINNATI, O.	WLW	50,000	700	KINGSFORT, TENN.	WKPT	250	1,400	PITTSBURGH, PA.	WCAE	5,000	1,250	WESLACO, TEX.	KRGV	1,000	1,290
	WSAI	5,000	1,360	KNOXVILLE, TENN.	WROL	500	620	POCATELLO, IDAHO	KSEI	250	930	WICHITA, KANS.	KANS	250	1,240
CLARKSBURG, W. VA.	WBLK	250	1,400	LAKELAND, FLA.	WLAK	250	1,340	PORTLAND, ME.	WCSH	5,000	970	WILKES-BARRE, PA.	WBRE	250	1,340
*CLEVELAND, O.	WTAM	50,000	1,100	LANCASTER, PA.	WGAL	250	1,490	PORTLAND, OREGON	KGW	1,000	620	WILMINGTON, DEL.	WDEL	250	1,150
COLUMBIA, S. C.	WIS	1,000	560	LAUREL, MISS.	WAML	250	1,340	PROVIDENCE, R. I.	WJAR	1,000	920	WINSTON-SALEM, N. C.	WSJS	250	600
COLUMBUS, O.	WCOL	250	1,230	LIMA, O.	WLOK	250	1,240	*RALEIGH, N. C.	WPTF	50,000	680	WORCESTER, MASS.	WTAG	1,000	580
CORPUS CHRISTI, TEX.	KRIS	500	1,360	LITTLE ROCK, ARK.	KARK	5,000	920	READING, PA.	WEEU	1,000 D	850	YORK, PA.	WORK	1,000	1,350
*DALLAS-FT. WORTH, TEX.	WFAA	50,000	820	*LOS ANGELES, CAL.	KFI	50,000	640	RICHMOND, VA.	WRAW	250	1,340	YUMA, ARIZ.	KYUM	250	1,240
	WBAP			LOUISVILLE, KY.	WAVE	5,000	970	ROCHESTER, MINN.	WMBG	1,000	1,380	ZANESVILLE, O.	WHIZ	250	1,240
DAYTON, O.	WING	5,000	1,410												
*DENVER, COLO.	KOA	50,000	850												

Since going to press with the first black plate (technical notes: there are two of them), the following changes in the Red's station line-up have occurred: WPTF, Raleigh, because of damage caused by fire, finds itself unable to begin 50,000-watt operation for a couple of months. WBRC, Birmingham, has increased its night power to 5,000 watts.

New frequency assignments: CMX, Havana, 1,010; KZRC, Cebu, P. I., 1,300.

AMERICAN  
UNIVERSITY  
LIBRARY

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Alice in Sponsor-land.





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